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# COUNTY OF LOS ANGELES WORKFORCE DEVELOPMENT, AGING AND COMMUNITY SERVICES

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*"Connecting communities and improving the lives of all generations"*

September 29, 2017

To: Workforce Development Board

From: Josie Marquez, Assistant Director  
Workforce and Community Services Branch

**SUBJECT: MOVING FROM LAYOFF AVERSION TO BUSINESS TECHNICAL ASSISTANCE**

The Layoff Aversion contract will expire at the end of December 31, 2017. WDACS will release a new procurement in October 2017 to identify agencies that can continue to provide these services. This memo provides an overview of key changes in the design of the new procurement to align services with the WIOA Redesign approved by your board.

1. **Business Technical Assistance Program:** Layoff Aversion will evolve to a proactive program that provides immediate and preventive services to distressed businesses to promote business health and avoid layoffs.
2. **Regional Services:** Agencies will deliver services by region. Workload, strategies and metrics will be established commensurate with the region's needs. Agencies must have specialized knowledge of their region and provide services and maintain partnerships that effectively address the region's unique challenges and opportunities.
3. **Link to County's Workforce Development:** Agencies will be connected to the America's Job Centers of California (AJCCs) within their region and integrated into the broader County Workforce Development System.
4. **Strong Partnerships in the Region:** Agencies will maintain broad and varied partnerships that will help effectively serve the needs of regional businesses. Partnerships include, but are not limited to: professional organizations, government and municipal agencies, CBOs, EDCs, utilities, Chambers, and Small Business Development centers.

5. **Outreach and Branding:** Outreach and promotion will be a key component of the program. Agencies will market the program as part of their regular menu of services and will be required to co-brand and present themselves as part of the AJCC and overall County workforce and economic development system.
6. **Data:** WDACS has access to Dun and Bradstreet *Market Insight* and Urban Explorer *Econovue* data analytics tools. Agencies will have access to these tools and will be required to work with regional Economic Development Agencies to obtain additional intelligence. Additionally, agencies will work with the Workforce Development Board's Business Engagement Committee and WDACS to develop strategies that promote efficiency, responsiveness and adaptability to changes in the economy to best serve the distressed businesses in each region.

Layoff Aversion services are a critical component of the County's AJCC system and is one of the most direct and impactful services we provide. The new Business Technical Assistance Program aligns with the County's workforce and economic development efforts and aims to play a role in shaping and maintaining a competitive, resilient regional workforce. We look forward to working with your Board and the Business Engagement Committee in the development of program strategies and will continue to keep you as informed as possible as we select the best providers to provide these services.

JM:RC:bs

c: County Counsel